

Dear Student Leaders:

Congratulations on taking the initiative to become a leader at Brandeis. Student leaders and student organizations are what make this campus come alive every year. This year, there are more than 260 clubs and organizations representing various interests that will be recognized by the Student Union. At Brandeis, students and staff work together in order to develop social, cultural, and educational experiences that impact your time at Brandeis.

The Club Leader's Handbook is designed to be a resource to the members of the University community who are involved in planning events and for those with leadership responsibilities. Additionally, it has been created and maintained to assist and guide student leaders through the day-to-day operations of their clubs. It is our goal to provide information and resources necessary to support programming and leadership development at Brandeis. This handbook is not meant to substitute one-on-one assistance from the staff within any department, but rather used to supplement the advice and guidance that our staff offers.

The Department of Student Activities, Brandeis Hillel, The Intercultural Center, and Department of Community Service are committed to enhancing the student experience outside of the classroom; supporting University recognized clubs and organizations; and encouraging creative learning and leadership development. We encourage communication among the various departments of the University by attending Event Support Meetings, serving as advocates to other administrative departments, and providing support for networking and communication between student groups.

We hope that this Handbook will guide you through a successful leadership experience at Brandeis. At any time, please stop by any of our offices for additional assistance. Our contact information can be found within the Handbook.

We wish you and your organization much luck and success this year!

Sincerely,

The Department of Student Activities, Hillel, The Intercultural Center, Conference and Events, The Department of Community Service, The Department of Public Safety, Athletics, and the Division of Student Affairs

CAMPUS PARTNERS

These campus partners have been identified as key contacts for event planning and programming. For complete departmental contact information, please refer to the Brandeis directory.

[Department of Student Activities](#)

Shapiro Campus Center, Suite 203

781-736-5065

Fax: 781-736-3579

<https://www.brandeis.edu/studentlife/activities/index.html>

Director: Dennis Hicks

Marketing and Box Office Manager: Leigh Hilderbrandt

Student Activities Specialist: Robbie Steinberg

Operations Specialist: JV Souffrant

Senior Department Coordinator: Katie McNamara

Graduate Assistant: Shannon Poppe

Graduate Assistant: Elise Yonika

[Intercultural Center](#)

Swig Center

781-736-8580

Fax: 781-736-8587

<https://www.brandeis.edu/studentlife/icc/>

Director: Madeleine Lopez

Program Coordinator: Tara Whitehurst

Gender and Sexuality Center Coordinator: Ryan Mishler

Department Coordinator: TBD

[Hillel](#)

Usdan Student Center

781-736-3580

Fax: 781-736-3577

<http://www.brandeishillel.org/>

Executive Director: Rabbi Seth Winberg

Assistant Director: Stephanie Sanger-Miller

Coordinator for Israel Engagement / IACT Coordinator:

Sydney Brenner

Springboard Innovation Fellow: Rachel Marchese

Co-Directors, Jewish Learning Initiative on Campus: Rabbi

Isaac and Tal Attia

Rabbinic Fellows: Ari Abelman and Jessica Goldberg

Development Intern: Jonathan Marx

[Conference and Events Services](#)

Kutz Hall, Room 9

781-736-4300

Fax: 781-736-4318

<https://www.brandeis.edu/ces/>

Director: Angela Fragala-Garger

Event Manager: Autumn Sendzik

[Department of Public Safety](#)

Stoneman Building

781-736-4240

Fax: 781-736-8696

For Emergencies: 781-736-3333

For Non-Emergencies: 781-736-5000

<https://www.brandeis.edu/publicsafety/>

Director: Edward Callahan

Assistant Director: Bette Reilly

[Department of Community Service & Waltham Group](#)

Shapiro Campus Center, Suite 203

781-736-3237

Fax: 781-736-3579

<https://www.brandeis.edu/studentlife/communityservice/index.html>

<https://www.brandeis.edu/walthamgroup/>

Director: Lucas Malo

Senior Department Coordinator: Katie McNamara

Community Service Specialist: Colby Sim

Program Coordinator for Service Initiatives: Will

Brummett

Waltham Group Graduate Assistant for Assessment &

Reflection: Elif Karatas

Waltham Group Graduate Assistant for Training &

Retention

Support: Bakhtawer Abbasi

Department of Orientation

Usdan Student Center, Room 32

781-736-5064

<https://www.brandeis.edu/orientation/>

Director of New Student Orientation: Jenny Abdou
Associate Director, Community Living & Orientation:
Scott Berozi

Department of Community Living

Usdan Student Center, Room 32

781-736-5060

Fax: 781-736-3556

<https://www.brandeis.edu/dcl/>

Assistant Dean for Student Affairs: Tim Touchette
Associate Director, Community Living: Paris Sanders
Associate Director, Community Living and Orientation:
Scott Berozi

Assistant Director, Operations and Community
Development: Amanda Drapcho

Senior Department Coordinator: Susan Wilson

Area Coordinator, Charles River and Foster Mods: Josh
Adlerman

Assistant Area Coordinator, Massell and Rosenthal:
Habiba Braimah

Area Coordinator, Massell and Rosenthal: Peter
Budmen Area Coordinator, East and Skyline: Kate
Mandel

Area Coordinator, North Quad: Maira Pantoja

Area Coordinator, Village and 567 South Street: Brad
Toney

Area Coordinator, Ziv and Ridgewood Lusi Wang

Assistant Area Coordinator, Orientation: Elijah Warren

Assistant Area Coordinator, East and Skyline: Tyler
Wright

Student Union

Shapiro Campus Center, Room 301

781-736-3760

<https://www.union.brandeis.edu/>

Student Union Treasury: sutreasury@brandeis.edu

Allocations Board: aboard@brandeis.edu

The Office of Diversity, Equity & Inclusion

Gryzmish 105

781-736-4411

diversity@brandeis.edu

<http://www.brandeis.edu/diversity/index.html>

Chief Diversity Officer and Vice President of Diversity,
Equity & Inclusion: Mark Brimhall-Vargas
Director of Diversity, Equity, & Inclusion Education,
Training, and Development: Allyson Livingstone
Executive Assistant: Giovanna Abeiga

The Department of Student Activities

The Department of Student Activities assists student leaders in bringing activities to the Brandeis community, implementing leadership development opportunities, and providing resources to students, staff, and faculty. The Student Activities staff has substantial experience in assisting student leaders. Below are some of the specific resources that the Department can offer:

Student Leader Support

The greatest resources of the Department are the experiences and knowledge of the staff who work there! As a student leader, you are encouraged to speak with the Student Activities staff for helpful hints on programming, publicity, leadership skills, and more!

Club Lockers and Storage

Lockers are available on the second and third floors of the Shapiro Campus Center and larger space is available in East Quad. Club/organization leaders should fill out a request form on the Student Activities website (<http://www.brandeis.edu/studentlife/activities/club-support/club-forms.html>). [SCC locker](#) and [East Quad Storage](#) forms should be turned in to the Student Activities Office in the SCC. SCC lockers will require a \$15 deposit, which will be returned once the key has been returned. If loss of key or damage occurs, a minimum of \$15 will be billed to the club leader who took responsibility for the space.

[Shapiro Campus Center/Usdan Student Center Lobby Tables](#)

These tables are used as vending space for student groups and businesses. In order to advertise an event or do fundraising, tables must be reserved through the Department of Student Activities. Please see the Student Activities front desk in SCC 203 for more information.

Card Access to Student Spaces

If students would like card access to a particular space, they must first speak with the person in charge of that space, known as the Office Captain (varies from club to club). The Office Captain will contact the Operations Specialist with the student's last name and the last 9 digits of the ID card, and then the card will be activated; this may take up to three days. This process must also happen if students get new ID cards.

Key Access to Student Spaces

Keys are distributed in the fall to the designated Office Captain of each space. This coordinator is responsible for collecting the keys from non-active members during the year as well as collecting keys in the spring to return them to the Operations Specialist. Lost keys are the responsibility of club leaders; lock changes and associated costs due to lost keys are the financial responsibility of the club. Clubs requesting a quantity of keys exceeding the inventory on-hand are required to pay \$3.50 per key.

Keys can be left for member sign-out at the SCC Information Booth, as long as the club provides an access list. Only students listed will be able to sign out the key. The list must be updated each semester by the club leader.

Poster Printer

The Department of Student Activities has two poster printers that are available to recognized student groups. Clubs are limited to two posters per event, and students must ask for assistance before using the machines. The poster printers can enlarge your 8.5"x11" flyer up to a 22"x34" poster. Please see the Student Activities front desk in SCC 203 for more information.

Club Events and Resources

- **Club Event** –
 - **Involvement Fairs** - These are great opportunities to recruit new members and spread the word about your club. The fairs are held at the beginning of both the fall and spring semesters.
 - **Club Conference** - This conference provides club leaders with the necessary information and tools to be successful at Brandeis. The conference could include breakout sessions such club finances, event planning logistics, and leadership skills, depending on the year. The conference takes place at the beginning of both fall and spring semesters and each club is required to send at least one representative.
- **Leadership Development and Club Resources** – Our website is a one-stop online resource for your leadership needs: <http://www.brandeis.edu/studentlife/activities/club-support/index.html>.
 - **Club Leaders' Handbook** - This handbook is designed to assist you with all of your club programming and leadership needs.
 - **Quick Tips** - Quick Tips are designed to help you build upon your leadership skills and abilities. They focus on a wide variety of introductory leadership topics and outline some vital programming resources you will need to be a successful leader at Brandeis.
 - Topics include: Conflict Resolution, Copyrights, Decision Making, Delegation, Fundraising, Goal Setting, Managing Finances, Programming Checklist, Team Builders, Time Management, and more! Check out <http://www.brandeis.edu/studentlife/activities/club-support/club-quicktips.html> for the handouts!
- **Event Support Meetings** - Representatives from the Department of Student Activities, Conference and Events Services, and Public Safety are available at all Event Support Meetings to speak with you about an upcoming event. Whether you're starting the planning process or nearing the finish line with a few items to tie up, Event Support Meetings are the place for all students to get programming questions answered.

Event Support Meetings are held on Tuesdays throughout the semester; however, some weeks are skipped or altered due to holidays or breaks. Event Support Meetings are from 3 p.m.–4 p.m. Shapiro Campus Center Room 315. Check out <http://www.brandeis.edu/studentlife/activities/club-support/event-support.html> for the semester dates!

STUDENT CLUBS AND ORGANIZATIONS

Clubs and organizations make up the heart of the student experience at Brandeis. This section will take you through the different stages of forming and managing a club. It will explain the types of organizations, how to formally create them, and the responsibilities of groups once established.

What Types of Clubs Exist at Brandeis University?

The types of student organizations that exist at Brandeis include Union Recognized Organizations, Union Chartered Organizations, and Union Secured Organizations. These variations have different roles, responsibilities, and functioning

styles. The Brandeis Club Center website (brandeis.edu/clubs) is a central listing of all official club and organization information, including club names, leader contact information, and website and mailing list information.

Recognized Clubs

Recognized Clubs are recognized by the Student Union Senate. Recognized clubs cannot request money from the Union Allocations Board (A-Board). They can, however, book spaces on campus and fundraise.

Probationary Clubs

TBD

Established Clubs

Established clubs are also recognized by the Student Union Senate. However, they may not duplicate the purpose of any already Chartered Club or discriminate in their membership. Chartered Clubs may request money from the Union Allocations Board.

Secured Clubs

Secured Clubs are specifically mentioned in the Student Union Constitution. They are a special class of clubs that cannot be de-chartered and that receive a fixed amount of funding each semester. Secured clubs can only be created and removed by a Student Union constitutional amendment and are generally derived from existing chartered clubs.

HOW TO BUILD A CLUB AT BRANDEIS

1. **Speak with the Club Support Committee Chair**

If you have an idea for a club you'd like to start at Brandeis, email the current Club Support Committee Chair in the Student Union and set up a meeting. This meeting will allow you to discuss your ideas, find out if there are similar clubs on campus, and point you in the direction of various resources and materials that will help you in this process. This meeting is also a great place to ask initial questions!

2. **Draft and Email Constitution**

Draft a constitution for the club. If seeking to become chartered, be sure to include the following statement of non-exclusivity: "_____ Club is open to all members of the Brandeis Community. _____ Club does not discriminate against members on the basis of race, color, ancestry, religious creed, gender identity and expression, national or ethnic origin, sex, sexual orientation, age, genetic information, disability, political affiliation and ideology, veteran status or any other category protected by law."

3. **Obtain Member Signatures**

Once the constitution has been drafted, collect signatures (signature forms available in the Student Union). Recognized Clubs require 10 committed member signatures. Chartered Clubs require 15 member signatures and 135 supporter signatures.

4. **Obtain Supporter Signatures (Chartered Clubs Only)**

Chartered Clubs also need to get signatures from 135 students who are in support of your new club. Because the student body funds all Brandeis clubs (through the Student Activities Fee), it is crucial that the community is in support. You should bring a copy of your constitution with you when asking for supporter signatures.

5. **Outline a Year Long Plan**

In order to ensure that your club is sustainable and the mission is met, you are required to outline the plans for your club's first year of existence. Consider co-sponsoring an event with another club, hosting group discussions, or holding student-led practices or lectures for the first few meetings. You can try to plan for independent events and practices with professional instructors for later in the semester, in your second semester, or as soon as emergency funding becomes available. All activities described in this plan must be defended as contributing to the goals of the club and show that the club will be vital and utilized.

6. **Plan and Implement an Organizational Meeting**

Host your first club meeting, and keep note of attendance and what is accomplished during this meeting. The meeting must be open to the Brandeis community and should include the committed members who signed up for your club.

7. **Submit Materials to the Club Support Committee**

Submit materials as electronic and hard copies. This includes a copy of your constitution, member signatures, supporter signatures, yearlong plan, and records of the organizational meeting. The committee will look over your materials to make sure you have everything prepared for your upcoming meeting with the Senate, where you will answer questions about your documents and plans. This is a great time to ask questions, find out what items you are missing, and learn how to advocate for your club before the Senate.

8. Attend a Senate Meeting

The Senate meets every Sunday evening in the Shapiro Campus Center to discuss various topics, including changes to club constitutions and the formation of Recognized and Chartered clubs. In order to get on the Senate Agenda, take the following steps:

- a. Email a copy of the Constitution, Membership Form, and Supporter Form to the Club Support Chair by 5:00pm on the Wednesday before the Senate meeting you wish to attend (Senate meetings are typically held Sundays at 7:00pm)
- b. The Executive Senator will notify you about the week's agenda. You must attend the Senate meeting to present your club request and answer any questions Senators might have. If possible, ask a few club members or representatives to attend the meeting as well.
- c. The Senate will then vote on whether the club should be Recognized or Chartered, and will let you know of its decision at the end of your meeting.

9. Create a Club Webpage

If approved by the Senate, you will need to create a club page to appear on the Brandeis "Student Clubs and Organizations" website. To do this, you will need to fill out the "Club Google Site Update and Anti-Hazing Acknowledgment Form" on the Student Activities website: <https://goo.gl/DG90t1>

10. Create a Club Listserv

You can create a club listserv at https://lists.brandeis.edu/wws/create_list_request

11. Join the Club Leaders Listserv

To stay informed and up to date on mandatory club leader meetings, workshops, deadlines and events, join the Club Leaders ListServ (lists.brandeis.edu/wws/subscribe/clubleaders). All clubs should have at least one representative subscribed to this list.

12. Meet with a Union Treasurer Representative and Create a SUMS Account (Chartered Clubs Only)

You will use SUMS to make all funding requests, log financial records and pay instructors/consultants.

13. Congratulations on the creation of your club!

YEARLY UPDATES FOR EXISTING CLUBS

Club Websites

Every club has a page that appears on the "[Student Clubs and Organizations](https://slate.brandeis.edu/portal/scc_clubs_listing)" page of the Student Activities website (https://slate.brandeis.edu/portal/scc_clubs_listing), which provides general information about the club.

- All clubs need to fill out the [Club Renewal Form](https://slate.brandeis.edu/register/club_renewal_form) (https://slate.brandeis.edu/register/club_renewal_form) in order to maintain their status, allowing them to reserve spaces, have access to SUMS and Allocations Board funding, etc. **The deadline for this form to be submitted is September 16.** Any clubs who don't fill out this form by that time will be deactivated at the following Student Union Senate Meeting.
- **Need to update your club website? [Fill out this form.](https://slate.brandeis.edu/register/clubupdaterequestform)** (<https://slate.brandeis.edu/register/clubupdaterequestform>)
- If you have questions, comments, or concerns with this form or if you have other club website updates, please email studentactivities@brandeis.edu.

Club Changes (Name, Constitution, etc.)

To make any big changes to your club, you will need to contact the Senate and attend a Senate meeting. Email the Club Support Committee Chair (contact info can be found on the Student Union website), and let them know what you are hoping to change (e.g., your club name or constitution). They will provide further directions and have you present your case at a Senate meeting. If your changes are approved, update your club page as necessary.

Anti-Hazing Form

Massachusetts state law requires that each student organization sign a form acknowledging and agreeing to abide by the Hazing Law of the Commonwealth of Massachusetts. Clubs and organizations must submit this form by the third Senate meeting of the academic year. Failure to do so will result in the immediate de-charter of the club or organization without exception. Members of the Student Union Government or the Department of Student Activities can provide your club with a copy of the anti-hazing form. This form is connected to the Club Google Site update form and can be found at [Club Renewal Form \(https://slate.brandeis.edu/register/club_renewal_form\)](https://slate.brandeis.edu/register/club_renewal_form)

Club Executive Board Updates

If members of your Executive Board change, you will need to make sure the appropriate people are listed in the appropriate places:

- SUMS
 1. Go to brandeisweb.com
 2. Click the "Club" tab
 3. Click the "Club" sub tab
 4. Click on your club name
 5. Click "Edit"
 6. Fill out the positions and contact email accordingly
 7. Hit "Save and Close"

- Lists.brandeis.edu

You will need to make the appropriate individuals Owners, Moderators, and Administrator on your listserv page.

 1. Log in to lists.brandeis.edu
 2. Click on "admin" next to your club name on the left panel.
 3. Under "Casual Administration" click "Edit List Config."
 4. Click "List Definition"
 5. Add leaders under "Owner" and "Moderator," editing the preferences to your liking.

Additionally, you can go the LTS Help Desk, where they can assist you with this transition.

- Club Leaders ListServ

To stay informed and up-to-date on mandatory club leader meetings, workshops, deadlines, and events, join the Club Leaders ListServ (lists.brandeis.edu/wws/subscribe/clubleaders). ALL CLUBS should have at least one representative subscribed to this list, usually a President and/or Treasurer.

- Romper Room Access

The Club Resource Room, also known as The Romper Room, on the third floor of the Shapiro Campus Center provides all the tools a club leader needs to plan, create, and publicize events, including forms and guides, computers with helpful software, a copier, scanners, printers, a video editing workstation, and more. The room is

open during normal operating hours of the Student Union. A Google Form will be sent out at the beginning of the year. For access after this, please visit the Student Union office or contact the Secretary directly.

STUDENT UNION

Brandeis University's student government is called the Undergraduate Student Union. The Student Union consists of four separate branches: the Executive Office, the Union Senate, the Union Judiciary, and the Union Allocations Board. All four serve different functions and perform different services to Brandeis students and the organizations that are created at the University.

- The Union Executive Office is comprised of the Union President, the Union Vice President (also the President of the Senate), the Union Treasurer, the Union Secretary, and other appointed members as nominated by the Union President and confirmed by the Union Senate. The Executive Senator (elected by the Union Senate) serves as the Senate liaison to the Union Executive Office. Their primary purpose of the Union Executive Office is as follows:
 - Manage the operations of the Union
 - Carry out initiatives consistent with student concerns
- The Union Senate is comprised of two senators from each graduating class, one senator from each residential quad, one senator from an off campus residence, one senator for racial minority students, and one senator from the Transitional Year Program. All senators are elected by the members of the constituency they represent. The primary purposes of the Senate are as follows:
 - Enact legislation consistent with the purposes of the Union Constitution
 - Establish and maintain the Union By-Laws
 - Approve the creation of Union Chartered and Recognized Organizations
 - Confirm Presidential appointments to the Executive Office and other committees
 - Ratify the Union Government budget for each semester
- The Union Judiciary holds the judicial powers of the Union. Five students are elected as Justices, and then a Chief Justice is elected from those members.
- The Union Allocations Board is responsible for allocating a specific percentage of the Student Activities Fee to Union Chartered and Secured Organizations in accordance with the Union Constitution and By-Laws.

FINANCING YOUR CLUB

One of the greatest challenges that student organizations face is managing funding. This section outlines how clubs and organizations can receive funding, generate extra funding through fundraising and co-sponsorship, and estimate some of the costs that might be incurred throughout the academic year.

It is imperative that someone from your club is subscribed to the Club Leaders listserv (lists.brandeis.edu/wws/subscribe/clubleaders) to receive important deadlines regarding funding submissions. Once subscribed, you will get emails regarding request and submission deadlines.

There are several ways that Union Chartered clubs and organizations can receive funding from the Allocations Board. For the fall semester, the main four are explained below.

Full Semester Marathon Funding

Full Semester Marathon provides funding for the full of the semester, beginning on the first day of classes. This funding expires near the end of the semester, usually on the study day, with forms being due two weeks prior. For example, the Future Alumni of Brandeis club cannot request funding for their movie night in January during Fall Marathon. You cannot keep unused funds for the following semester.

Emergency Marathon/Appeals Funding

Emergency Marathon should only be used for real emergency requests and should not be treated as an alternative to marathons. As another incentive to encourage organizations to come to Marathon meetings, there is NO waiting list. Organizations can sign-up only within given time period on a first-come, first-serve basis.

Emergency Marathon is generally used as a funding source for:

1. Newly chartered organizations that were formed after the marathon process
2. Expenses related to a program that were not anticipated
3. Requests for which exact details were unknown during the Marathon process

Appeals is a chance for clubs to talk to the Allocations Board about why they didn't receive or only partially received the funding they requested. Any request from any open marathon can be appealed. A separate Appeals Marathon will be created in SUMS. Clubs should only ask for the amount that wasn't covered in their first allocation (e.g., if the Giraffe Appreciation Society only got funding for 75% of their new zoo equipment, they should only request 25% during Appeals Marathon).

How to Ask for Funding through SUMS

(Note: emergency funding is requested by emailing aboard@brandeis.edu)

Do the following to request funding

- Go to brandeisweb.com
- Log-in with Club login and password (if unknown, email sutreasury@brandeis.edu)
- Click on the "Marathons" tab, and then the "Requested Allocations" subtab, and then "New"
- Select your RA Type:
 - o Conference and Events Services Department Charges: only for charges through Conference and Events (space fees, custodian fees, food fees, etc.)
 - o Wages/Contractor Fees: for contractors (both companies and individuals)
 - o Materials/Supplies: for event supplies, office supplies, etc.
 - o Other: anything that doesn't fit into the above categories
 - o Please note: You should divide each new request by event, and then by type (e.g. the Viola Club wants to have two events: the first is a concert with a revered violist that will include food, the second is for the club's end of semester recital, also with food. For these events, Viola Club will have a request for the contractor fees for the violist, a request for the Conference and Events charges for this concert, and then another request for food from Conference and Events for the end of semester recital.)
- Under "Description", put the name of your event or items
- Under "Long Description", describe the event
 - o Use as much detail as possible

- For events: How many people are you expecting? When is it? Where is it taking place? What is your program for the event? What is the intended outcome of the event (for participants and/or spectators)? How does this event relate to your club's purpose?
 - For food items, contractors, or other competitively priced commodities, show your research. Are you using the cheapest vendor you could find? Why or why not? If you aren't, justify why you wish to use the more expensive vendor. How does this purchase further your club's mission? (For car reimbursements, copy the link to a Google map or similar program showing the route you plan to take. For current reimbursement rates, email aboard@brandeis.edu.)
- Click "Save and Close"

Marathon Forms and Drop-Ins

Clubs are highly encouraged to attend one of the drop-in sessions planned by the Board. This will be a chance for you to correctly input all of your requests into SUMS and better explain your needs to the Board. Additionally, in order to get funding you must fill out the appropriate Google Forms. Please email aboard@brandeis.edu for more information.

Appeals

For any appeals on A-Board allocation decisions, the Allocations Board Chair will send out an email along with funding decisions regarding appeals. You can appeal any decisions in which the club was given less than allocated. In order to be more likely to receive funding, it is highly recommended you speak with a member of Allocations Board to determine the reasoning for the denial.

Veto

The Student Union President has power to veto decisions of the A-Board within five academic days of the decision. The A-Board may, by a 2/3 vote, overturn any presidential vetoes. The A-Board vote must take place within five academic days of the veto. This should be taken as the last resort for organizations.

Student Activities Fee Policies

Now that you have your funding, there are some important policies to be aware of in regards to this money. The following is a list of certain Allocations Board policies regarding the use of Student Activities Fee funds by undergraduate clubs.

Clothing Policy

Clubs may not use Marathon (SAF) funds to order custom clothing, unless it is part of a giveaway at a campus event. You are required to include "Brandeis" or "Brandeis University", in English, on all sides of purchased apparel. Designs must be approved by Student Activities. Designs can be emailed to sutreasury@brandeis.edu. (This is a group email with representatives from Student Activities, the Student Union Treasury, A-Board, and Steve Costa, Budget Analyst.) Clubs can, however, purchase clothing if it is going to stay within the club (e.g., if Dance Club buys costumes, the costumes must stay in the club's possession to be used in future years).

Travel Policy

The Allocations Board reimburses personal vehicle mileage at a fixed rate. Email aboard@brandeis.edu for the current rate. Both personal vehicle mileage and other travel is at the discretion of A-Board to be funded or not funded. You cannot be reimbursed for gas receipts, except for a rental vehicle (in those cases, proof of rental vehicle is required). If you are booking shuttle buses through a company, you must first get the approval of the Student Union Treasurer and Budget Analyst, and then contact Mark Jay in Procurement to arrange that via a Purchase Order (or on Mark's p-card). For international travel for team competitions, you should book flights through the Egencia or Carlson Wagonlit travel agency.

Food Policy

Clubs may not purchase food for private events, such as staff meetings or training sessions, using Marathon (SAF) money. (A club can use their fundraising or gift fund for this, as long as they get a food waiver.) Clubs can, however, use SAF funds for support staff for large events (like Campus Activities Board concerts), where the food is written into the performer's contract, or where the food helps the event happen (e.g., the student group is there setting up for the entire day). Food may be purchased as part of a larger event, such as a fair or cultural gala, that is open to the Brandeis community. The preferred vendor for food is Sodexo. If Sodexo cannot fulfill your event's needs, you can fill out a food waiver online on the Student Activities [Club Forms and Policies](http://www.brandeis.edu/studentlife/activities/club-support/club-forms.html) webpage at <http://www.brandeis.edu/studentlife/activities/club-support/club-forms.html>. If you will be serving food at your event, you will typically need a custodian to work the event. Be sure to include the cost of a custodian in your Marathon request.

Off campus events do not need a food waiver as long as they mention the location in their PRF.

Prohibited Items

Clubs may not use Marathon (SAF) money to make political donations, fund "retroactive" requests (i.e., when the club spends money before soliciting funds from the Allocations Board), purchase personal gifts (e.g., birthday cards), raise funds for a club or charity, go on retreats, fund club events that are closed to or unlikely to be attended by other members of the Brandeis community, purchase items likely to be or likely to become personal property (e.g., tights or bobby pins), or to purchase any item that would violate Brandeis policy, or city, state, or federal law.

Off Campus Account Policy

Clubs are not permitted to open any form of financial or legal instrument outside of the university in the name of the club or using the Brandeis name. This includes bank accounts, stock brokerage accounts, PayPal accounts, Venmo accounts, prepaid debit/credit cards, or any other such financial or legal instrument.

Brandeis Branding Policy

Clubs may not order customized "swag" such as club logo pens, frisbees, etc., unless it is part of a giveaway at a campus event. You are required to include "Brandeis" or "Brandeis University", in English, on all such items. Designs for any logo or decoration on all "swag" (including clothing - see "Clothing Policy") to be distributed to students, as well as designs for all posters to be displayed on campus, must be approved by Student Activities. You are not allowed to use the Brandeis logo or edit the Brandeis logo without first speaking to the Department of Student Activities. Designs can be emailed to sutresury@brandeis.edu.

Tipping Policy

For any food ordered from an off-campus vendor for delivery to campus, the maximum tip for the delivery driver is 20% or \$40, whichever is *lower*. This policy is intended to save money on excessive tips to delivery drivers. If a vendor requires a higher tip, available options include picking up the order in a personal vehicle, renting a ZipCar, or taking a taxi or similar service (if the total cost is less than \$40 round trip). Mileage (at 20 cents per mile), taxi fare, and ZipCar rental (but not membership fees) are reimbursable up to a maximum of \$40 per food order per event. If you do not think this is possible, please email sutresury@brandeis.edu to request a "tip waiver," which will be required for all documentation submitted for such orders (either for PRF reimbursement or P-Card documentation).

The general tip guidelines are as follows: Restaurants, 15-20%; Taxis, 15%; Delivery, 10-20%; Take-out food (if picking up yourself), No Tip.

Online Ordering Policy

All online orders for physical goods (e.g. Amazon books, decorations, etc) must be made with a P-Card, either through the Student Union Treasury or through your club's advisor. Orders placed on a personal card will not be reimbursed without a waiver of this policy, which must be granted *in advance* of the placement of the order. You may not retroactively request a waiver of this policy. If you believe you need this waived, please email sutresury@brandeis.edu.

High Dollar Policy

All merchandise orders of \$500 or more require pre-approval of the Budget Analyst and Student Union Treasurer. Please obtain this by emailing sutreasury@brandeis.edu. To obtain an approval, you need to submit 3 competing price quotes from different vendors, or a “sole source” justification letter explaining that the vendor you want to use is the only one that provides the item or service that you require. Note that you must choose the cheapest option unless you can provide a justification otherwise (such as that the cheaper option lacks a necessary feature or component). All such orders must be made either via a P-Card or via a PRF to the vendor. You should never purchase expensive equipment out of pocket or without prior authorization.

Other Financing Options:

Below is a list of other funding options for your club:

Co-Sponsorships

Sponsoring an event or program with another club, department, or organization can help finance some programs that could not happen without collaboration. Not only will this help financially, but it also helps attract a larger group of people. If you need suggestions on who to approach for co-sponsorship, please see the Department of Student Activities or the Student Union.

Please note: When requesting funds for a co-sponsored event, only one club should request funding and payment through SUMS. You may request a transfer of funds to/from a department, or to/from another club of the same funding source and type (SAF/Fundraising/Gift; Secured/Chartered/Recognized) by emailing sutreasury@brandeis.edu. Note that to charge a department, the department’s authorized budget manager must email their chart string directly to the budget analyst.

Fundraisers

Often times, even with A-Board funding and co-sponsorship, you may still need more money. Fundraising will help increase the amount of money with which you have to work.

Why Have a Fundraiser?

- Raise money for your organization
- Raise financial support and awareness for a charity/non-profit agency
- Motivate members
- Learn how to coordinate sponsorship
- Network with the community
- Give back to the University

Clubs are permitted to raise funds for their clubs in various ways, such as holding a bake sale, selling tickets to performances, selling t-shirts, and so on. Clubs may collect this money as either cash or checks, payable to Brandeis University (the club’s name should be in the memo line). No other forms of payment are allowed.

Note: If you wish to do any of the above, and you are also receiving money from A-Board, you must ask permission from A-Board. Since students already pay the Student Activities Fee, which is the money that A-Board allocates, asking students to pay can be seen as double charging.

All fundraising cash and checks received by clubs must be deposited with the Student Union as soon as possible. To do so, complete and print a Fundraising Deposit form in SUMS, then bring the form and funds to a Student Union Treasurer’s office hours. Note that a deposit may contain only cash or checks, but not both, so you may need to fill out

two deposit forms (one for cash and one for checks). No deposit may contain more than \$25 in coins nor more than two rolls of coins. (Talk to the Department of Student Activities if either of these conditions affects you.)

The Department of Student Activities has cash boxes that can be borrowed for fundraising. Contact the Department at studentactivities@brandeis.edu for details. If a Union Treasurer is unavailable, money can be stored in the Department of Student Activities; to do this, you must bring the money to Student Activities during regular business hours.

Clubs can also make use of the Information Booth in the Shapiro Campus Center, where there is a locked safe. In order to do this, please go to the booth between 5pm and 11pm on weekdays or 2pm - 11pm on weekends. Additionally please call the Operations Specialist at 781-736-2626.

If you do not feel comfortable carrying a significant amount of money across campus, please contact fellow club members, the Department of Student Activities at 781-736-5065, and/or the Department of Public Safety at 781-736-5000.

If you are using Brandeis Tickets, your revenue will automatically be deposited into your account by the end of the semester.

If a department wishes to donate to a club, it may only do so via internal transfers (journal entries). The department must send their chart string and approval by email to the Budget Analyst (Stephen Costa), for this to occur.

It is illegal for clubs to purchase items using the Brandeis tax-exempt status if they intend to sell those items.

Brandeis Pluralism Alliance Grant

One of the grants available to student groups is the Brandeis Pluralism Alliance (BPA) Grant. Preference to receive the grant is given to teams of at least two individuals from diverse backgrounds (e.g., an instructor and a student, individuals from different clubs, nationalities, religions, and/or races). Most grants will not exceed \$500, and are given for events that promote ideas inherent in pluralism and unity at Brandeis. Visit <http://www.brandeis.edu/das/programs/bpa/> for more information.

Leonard Bernstein's Festival of the Creative Arts Grant

The Office of the Arts sponsors an opportunity to celebrate arts at Brandeis. The Festival of the Arts traditionally occurs near the end of the spring semester. The goals of the program are to support campus artists, bring together members of the arts community, and increase the involvement and engagement of the Brandeis community with the arts.

The grant size will depend on the quality and amount of applications, but the average grant size is \$250. You must be a Brandeis student, faculty or staff member to be eligible. This source of funding requires completion of an application and attention to specific noted deadlines. Please contact the Office of the Arts for more information at 781-736-2027 or visit <http://www.brandeis.edu/arts/festival>.

Gifts vs. Raffles vs. Donations:

- Gifts: If there is a benefit associated with the money exchanged, it is not considered a gift (e.g., Waltham Group shuttles are not "gifts" because you get a ride in exchange for the money you give).
- Raffles: Raffles are never considered donations/gifts because you are buying a "chance" to win something.
- Donations: If you are charging \$20 to a dinner event and part of that goes to the cost of dinner and part of that is a donation, you must disclose that \$10 is for dinner and \$10 is for the donation.

Gifts Policy (needs revision!)

- Clubs can only receive a gift if the club is an integral part of the university's core mission. If you are interested in soliciting gifts, please contact the Department of Student Activities for more information.

Receiving Donations

Gift donations are a great way to help fund your club. Please follow the following procedures:

- Donations to clubs can be used to cover costs that Marathon funds won't cover, or for programming. They cannot be used for personal purchases (such as club T-shirts) or personal items (such as "senior gifts" to departing club members). There may be other restrictions on these funds as well, based on state and federal law, and/or Donor Relations policies.
- Tax-exempt donation checks made out to "Brandeis University" can be given to the Budget Analyst, or sent directly to Advancement Services (MS 124). Credit card donations can also be made online at <http://giving.brandeis.edu/>. Please be sure to include what club is receiving the donation in the memo field, as well as all information pertaining to the donor (name, address, restrictions, and postmarked envelope, if applicable). If your club is actually a program within a larger club, please include both the parent club name and the name of your program (for example, "Waltham Group - Brandeis Buddies")
- Gift donations may not be mailed to student mailboxes.
- If you are interested in hosting a silent auction as a fundraiser, please contact the Department of Student Activities for important information and regulations.

Making Donations

If you wish to donate some of your fundraising to charity, the club should first deposit the money into their fundraising account and then create a Payment Request Form (PRF) to make a donation using the normal payment process. You cannot donate SAF or gift funds. When submitting the PRF, you will also need to include the mission statement of the organization to which you are donating and that organization's W9 form.

Auction/Raffle Prizes and the People Who Donate Them:

You can hold an auction or raffle to help fund your event. Here are some procedures to be aware of:

- If the donor wants a tax letter from Brandeis for the donation, Paula Lee (Development x64128) needs the following:
 - Donor's name
 - Address
 - A description of the item (including: brand/make, model, color, year, condition, visual description, quantity, and **price or estimated market value, if they know it**).
 - If a donor purchased the item for your event and provided the sales receipt, Paula Lee (Development x64128) can give them a tax letter based on the sales receipt.
- If Brandeis purchases items for auction, then Paula Lee (Development x64128) needs to know all of the above and how much Brandeis purchased the item for... if sale price, then also the retail price.
- You also need to let Paula Lee (Development x64128) know how much the item was sold for.

Auction/Raffle Winners:

- Information you need to collect for an auction and send to Paula Lee (Development x64128):
 - Name
 - Address of winner
 - Item won
 - How much he/she paid for the winning bid.
 - If the items are purchased for (not donated to) the auction, we need to know how much of the "bid price" went toward purchasing the item initially and how much is the "donation."
- You do not need to collect the information of a raffle winner.

ACCESSING YOUR FUNDS

Treasurer’s Training takes place every semester. There are two opportunities in the first few weeks of the new term. It is MANDATORY for a club representative from every club who receives funding to attend this training once per year. If your club does not send a representative, it will not receive funding.

Once your club receives funding, there are a variety of ways you can access your money to pay for services. The following is a quick summary of the most common ways to pay for things. If you have any questions or other circumstances, please don’t hesitate to ask the Student Union Treasurer.

	Having a University Check Cut	Using an Electronic Transfer (Charge Line)	Using University Credit Card (P-card)
Examples of when one would do this	<ul style="list-style-type: none"> • Paying for a performer or service from an outside company (e.g., comedians or musicians) • Making a purchase of equipment, supplies, etc. 	<ul style="list-style-type: none"> • Conference & Event Services charges (e.g., Custodial charges, Public Safety, Media Services, etc.) • Department Transfers • Paying Chums’ booking fee 	<ul style="list-style-type: none"> • Paying for a product or service that accepts credit cards (e.g., Online purchases, program supplies) <p><i>*If your club or club advisor does not have a P-Card, visit the Treasurer during office hours to use the Union P-Card</i></p>
Procedure for this process	<p>Services Under \$5,000</p> <ol style="list-style-type: none"> 1. If paying for a service (e.g., comedian, musician) there will be a contract and/or independent consulting agreement. Bring all contracts and/or agreements to the Department of Student Activities to be signed. (Please give at least three weeks). 2. For most services, you will also need a Brandeis W-9 tax form. 3. If not using a contracted service, you will need an invoice or price quote for what you’re purchasing. 4. If a club needs to have a physical check issued, it should make a request in SUMS (the Student Union Management System) at http://www.brandeisweb.com/ (See the Policies and Procedures section for more details.) 	<ol style="list-style-type: none"> 1. Meet with Autumn Sendzik in Conference & Events Services to obtain a Proof of Costs for your event or complete a Line Item Invoice from the Union if not paying through Conference and Event Services. 2. If not paying through Conference & Events Services, you will need to obtain the charge line for the department to which you’re paying. 3. CES will then provide an “Event Reservation” form, which must be delivered to the Student Union office for processing. The Union Treasurer and Budget Analyst will coordinate payment and enter the request into SUMS. 	<ol style="list-style-type: none"> 1. Place your order as you would with any ordinary credit card. 2. Make sure to obtain an itemized receipt/order confirmation. 3. Within 24 hours, submit a copy of your receipt along with an ITP (Internal Transaction and P-Card Form) to the P-Card bin in the Romper Room along with on Marketplace+. 4. If your club has its own P-card, log into Marketplace+ and review all your transactions. Mark transaction as “reviewed,” add a descriptive note, and change the chargeline (if necessary).

Large Purchases: If a club is purchasing a product or service that costs over \$5,000, a purchase order is required through the University. A purchase order is a legal contract between Brandeis University and the vendor to purchase goods or services. Please contact the Student Union Treasurer at sutreasury@brandeis.edu regarding the set up of a purchase

order. A Capital Expense Form will also be required for all physical goods and/or software totaling \$5,000 or more. Capital requests should be completed and submitted by the end of January, and the items should be delivered no later than May..

Funding Terms

Below is a list of terms you might encounter when working with your club finances.

Consultant Authorization Form (CAF)	Documentation that is required to hire an independent contractor who will be paid \$5,000 or more in a single fiscal year. CAF's are not required for performers, such as bands or speakers. The form can be found under "Brandeis University Consultant Requisition and Authorization" here: http://www.brandeis.edu/business-finance/forms-resources/
Deposit Form	Used to make a deposit into a Club Fundraising Account with the Student Union Treasury
Incomplete Paperwork Notification	A form returned to a club when the Student Union Treasurer or the Budget Analyst discover a problem with submitted paperwork.
Independent Consultant Agreement	A document that is required to hire and pay an independent contractor. This form can be found here: http://www.brandeis.edu/business-finance/forms-resources/
Non-Employee Payment Request Form (NEPRF)*	Used to make a payment to an independent contractor The form can be found within SUMS.
Payment Request Form (PRF)*	Used to make certain payments to vendors or to reimburse students for non-labor expenses. The following is a partial list of what can be paid on a PRF: <ul style="list-style-type: none"> • Corporate invoices of less than \$5,000 (for \$5,000 or more, a Purchase Order is required) • Reimburse a student for club expenses paid out of pocket • Donations to charitable organizations The form can be found within SUMS
Purchase Order (PO)	A method of ordering goods and/or services through the Office of Procurement Services. A purchase order is also required for payment of any invoice of \$5,000 or more and for all chartered travel services (e.g., shuttle bus rentals). Must provide evidence of bids from an additional two different companies, or a Sole Source justification letter. In order to request a PO, you must speak with the Student Union Treasurer or your club's staff advisor.
Student Payment Form*	Used to make a one-time payment of wages/salary to a graduate or undergraduate Brandeis student who is functioning as an independent contractor for a club.
Withdrawal Form*	One of two forms used to request disbursement of a club's funds. It is submitted to the Student Union Treasury for processing. A Withdrawal Form is used for: <ul style="list-style-type: none"> • Requesting a check for a student, vendor, employee, or independent contractor • Requesting a Purchase Order Withdrawal forms are generated through SUMS
Internal Transaction & P-Card Form	Replaces the Withdrawal Form for all fund disbursement requests that do not require that a check is cut. This covers P-Cards, CES Event Reservations, and any Journal Entry including all Student Union Treasury banking such as loans or debits, MAIL charges, and WB Mason orders.
W-9	Required documentation for all vendors and independent contractors who have not previously been paid through Brandeis' Accounts Payable department, who are United States citizens or companies, or who have received their federal "green card." Vendors must use the Brandeis version of this form. Non-citizens should instead use the W8-BEN form, and foreign businesses should use the W8-BEN-E form. The W9 form can be found here: http://www.brandeis.edu/business-finance/procurement-business/procurement/forms/docs/W-9%20Vendor%20Form-11.pdf

Invoice	An Invoice is a statement issued by a buyer to a seller outlining the description and costs for goods and services provided, indicating the sum due.
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*= SUMS form. All other forms are University forms.

Funding FAQs

- *If I pay for physical goods under \$1,000 or travel out of my own money, can I get paid back?*
 - If the funding was granted through A-Board or the money is coming from your fundraising account, then you can usually do this. (Exceptions: all independent contractors, online orders of physical goods, and any non-travel purchases over \$1000.) Please keep in mind, sales tax might not be reimbursed. To obtain a reimbursement, please follow the following steps:
 - Complete a PRF Withdrawal Form (in SUMS)
 - Have the original itemized receipt (proof of payment). If it's an online order, pre-approval is needed, or it needs to be paid for by a Brandeis PCard from the treasury. Print an order confirmation and attach a bank/credit card statement as proof of payment. The name on the statement must match the name of the person being paid on the PRF. Note that the treasurer and budget analyst must pre-approve of online orders; they are normally required to be made on a P-Card (either the treasurer's, your club's, or your advisor's).
 - For travel reimbursements submit documentation from MapQuest or Google Maps with proof of attendance at destination and proof of travel. If travel includes airfare, you should use a Business Expense Report available through the Student Union.
 - Submit all forms to the Union Treasurer who will process the reimbursement.

- *I didn't receive the full reimbursement that I submitted. How come?*

There are several reasons for not receiving a requested reimbursement amount fully:

 - Sales tax deduction
 - The reimbursement amount requested is more than actual money remaining in an organization's A-Board Allocations Fund or a fundraising account
 - The reimbursement is not for an expense approved by the A-Board
 - The reimbursement would violate city, state, or federal law

- *I found a great deal on Amazon. Can I purchase the item and get reimbursed?*
 - No. For all online purchases, it is required to use the Student Union's PCard instead of your own credit card. Please go to the Treasurer's office hours for more information. (If your club has an advisor, you can instead go to that person and request to use their PCard.)

- *I have money that we raised during a bake sale, what do I do with it?*
 - To deposit your fundraised money, please make arrangements with the Student Union Treasurer. Count all funds and complete a Deposit Form in SUMS. You must then print out and bring this form with you to the Student Union Treasury. It is important that your money be deposited as quickly as possible to avoid having money lost or stolen. If you need to store funds overnight, prior to the event please see the Department of Student Activities for assistance. The Student Union Treasurer keeps careful track of each club's fundraising account. Be sure to get receipts for everything, as well as keep track of your own accounts!

- *We have a lot of money that goes in and out of our club; can I open an off campus bank account?*

- No, clubs may **not** open off-campus bank accounts or other financial instruments. Under no circumstance will Brandeis make payments to any club bank accounts or other financial instruments. All payments and deposits must be processed through University systems..
- *What should be done if a payment is not received?*
 - Sometimes, a club or vendor does not receive its check. This can be for a number of reasons, such as missing paperwork, an incorrect address, or the lengthy processing cycle. While the Union Treasurer and Student Activities department, as well as the Accounts Payable and Payroll departments, are able to look up the status of a payment, with your SUMS access, you can also determine the status of your payment.
 - The following are the steps a club should take when there is a question about the status of a check request:
 - First, check the request's Approval Summary in SUMS.
 - If the request status is not "Posted in PeopleSoft," clubs should first ensure that at least two to three weeks have passed from the transaction date in SUMS (or five to six weeks for payroll forms "SPF" or "PR-1") before making an inquiry regarding the status of the request.
 - If the request status is "Posted in PeopleSoft," clubs should obtain a valid reference number. For all PRF's and NEPRF's, the best reference number is the Voucher Number, which can be obtained by searching for the payment in SUMS under "PeopleSoft: PSDData."
 - Once clubs have a valid reference number, they should directly contact the appropriate department (Payroll for payroll, or Accounts Payable for other check requests) with all questions.
- *Why does it take so long to get a physical check?*
 - It can be two to four weeks before a check is issued. A minimum of three different individuals review every club financial transaction. This creates an extremely strong audit process that assists to eliminate fraud and gives the University insight into club operations. This, in turn, can illuminate issues to which University resources can be committed in order to help improve the quality of student life on campus.
- *How can a club access funds during the summer?*
 - Clubs may contact the Budget Analyst or Student Activities directly during the summer for emergency check requests. Note that all non-critical club activity is suspended during the months of June and July as part of the fiscal close. Clubs are able to generate payment requests in SUMS during the summer after the first fiscal close (usually around July 12) for SAF funds or after the second fiscal close (usually around July 24) for discretionary ("Fundraising") or gift funds. Clubs may also coordinate with the Department of Student Activities to use its P-Card during the summer, provided that the club has adequate funding.
- *How can my club log on to SUMS? / My UNet ID and password don't work in SUMS.*
 - SUMS has its own login system in which each club has a "login code." It is not tied to UNet in any way. Please contact the Student Union Treasury to obtain your login and/or have your club's password reset. New clubs may need to request a SUMS account be created for them, which can also be done through the Student Union Treasury or Student Union Secretary.
- *A vendor wants Brandeis' tax certificate. What should my club do?*
 - Only the Procurement Services department and select Brandeis staff members can release the tax certificate. No other University offices can issue this document. This can only be done for payments made via Brandeis check or via P-Card. Transactions using the Student Union's cash advance system do not qualify for use of the Brandeis tax certificate. Clubs should email the Procurement Services department (procurement@brandeis.edu) and CC the Budget Analyst to facilitate this. Procurement will

require an email or fax number, the vendor name, and the purpose of the purchase/transaction; once they have this information, they will send the tax information directly to the vendor.

*For all Student Union related forms please visit their website at union.brandeis.edu.

PROGRAMMING

Programming is an important component of most student organization experiences. While there are numerous ways to program an event, there are some basic rules that will help create a successful program:

- **Start early:** It's never too early to start planning a program. Once the idea is born, talk to club members to get interest and brainstorm.
- **Utilize your resources:** There are many people that are available to help you with your planning: The Department of Student Activities, Conference and Event Services, the Student Union, Student Events, and other departments or clubs. They may also be able to suggest good co-sponsorship options.
- **Plan every detail:** Put thought into every aspect of your program (e.g., cost, location, advertising, potential challenges, and funding)
- **Follow planning procedures:** Book space, detail events, obtain funding, communicate with the proper constituents, etc. All of these details are outlined in the pages to follow.
- **Enjoy every moment:** Events are meant to be fun! If all the planning is done in advance, you'll be able to enjoy yourself!
- **Reflect post event:** After the event is complete, sit down and reflect on how everything went. Take notes and pass them on to other club members so that future planners can learn from your event and experience.

NEED HELP WITH PROGRAMMING?

The chart on the following page represent constituents in the programming process and a general description of what they do. By utilizing all of these members to their fullest you are on the right road to a successful program!

BOOKING SPACE ON CAMPUS

The following pages include a chart that may be helpful to you in the planning stages of your programming. This compilation gives the specific name of the room, location, capacities, and the most popular uses. Please use this chart as a guide and recognize that some rooms have different availability, uses, and special circumstances for reservation arrangements and limitations. Also be aware that not all the locations are handicap accessible.

Most spaces are booked through Conference and Events Services. Spaces booked by other offices and departments are noted.

[Conference and Events \(CES\)](#) can be contacted in the following ways:

- Go to CES and fill out a form in person (Kutz 9)
- Go to www.brandeis.edu/ces and fill out a Space Request Form. (Request space no later than two weeks before event.)

Usdan Student Center – contact Conference and Events to book

Alumni Lounge	2nd Floor	100 (Aud. Style), 72 (Banquet Style)
International Lounge	1st Floor	110 (Aud. Style), 80 (Banquet Style)
Levin Ballroom	1st Floor	450 (Aud. Style), 380 (Banquet Style), 750 (Empty)
North/South Mezzanines	2nd Floor	80 (Aud. Style), 50 (Banquet Style)

Shapiro Campus Center – Fill out form online: www.brandeis.edu/activities under “Forms” (*separate form for theater)

Atrium	1st Floor	150
Shapiro Theater*	1st Floor	249
Multipurpose Room	Room 236	100
Function Room 1	Room 315	16
Function Room 2	Room 314	16
Function Room 3	Room 313	25

Hassenfeld Conference Center - contact Conference and Events to book

Sherman Function Hall	Hassenfeld	400 Aud. Style, 250 Banquet Style
Lurias (1, 2, & 3)	Hassenfeld	30 Aud Style, 16 Conference Style
Levine Ross (1 & 2)	Hassenfeld	40 Aud Style, 22 Conference Style
Geller Lecture Hall	Hassenfeld	28
Feldberg Lounge	Hassenfeld	50-75
The Stein	Hassenfeld	114

Residence Areas - Go to www.brandeis.edu/dcl to book Residence Hall space. Residence Hall space is booked by the Department Coordinator for the Department of Community Living

Intercultural Center - **book ICC at www.brandeis.edu/studentaffairs/icc. Swig Lounge is booked by the ICC.

A/B Lounge (North Quad)	Charles River Commons
Shapiro Lounge (Massell Quad)	Castle Commons
Swig Lounge, MPR, Conference Room**	Ziv Commons
Ridgewood Commons	Village Conference Room/Multipurpose Room

Gosman Sports and Convocation Center – contact Conference and Events

Multipurpose Room	3rd Floor	200
Napoli Trophy Room	3rd Floor	150

Other Spaces– contact Conference and Events unless otherwise noted

*contact Deborah Rosenstein, x64867 deborahr@brandeis.edu for Slosberg spaces

**contact Julien Tremblay, x64194 or julienwt@brandeis.edu for Spingold information

Main Dining Room	Faculty Center	130-180 (Banquet style)
Social Lounge	Faculty Center	50-100
Wasserman Cinema	Sachar/IBS	240
Golding Auditorium	Golding (Rabb Quad)	150
Lown Auditorium	Lown (Rabb Quad)	108
Olin-Sang Auditorium	Olin-Sang (Rabb Quad)	250
Pearlman Lounge	Pearlman Building	40
Schwartz Auditorium	Schwartz	Tiered seating for 227
Pollack Auditorium	Pollack	120
Slosberg Auditorium*	Slosberg Music Center	240
Shiffman 219	Shiffman (Rabb Quad)	100
Classrooms	Lown, Golding, Olin-Sang, Shiffman, Schwartz, & Pearlman	Varies
Mandel 128 & 228	Mandel Center, 1 st floor & 2 nd floor	16
Mandel 10, 11, & 303	Mandel Center	24
Mandel 328	Mandel Center, 3 rd floor	20

Mandel 3	Mandel Center	90
Mandel 12	Mandel Center	48
Rapaporte	Goldfarb Library	100
Spingold Theaters**	Spingold	varies

COMMON COSTS ASSOCIATED WITH PROGRAMMING

For more details regarding the costs or resources of audio-visual equipment, food, rental equipment, custodial services or police coverage, contact a representative from the Conference and Event Services Office, Kutz 009, 781-736-4300.

Student Activities Equipment

All equipment can be reserved by Union Recognized/Chartered Clubs at an Event Support Meeting or in the Department of Student Activities Office (SCC 203). Reservations are on a first come, first serve basis, and free of cost, unless otherwise noted. The food that goes with some of these items (e.g., popcorn and cotton candy), may or may not be provided with the equipment. Check with Student Activities about your particular reservation, as the food we are able to provide depends on the size of your event and the number of participants. Items may be picked up from the Shapiro Campus Center Information Booth (or the Department of Student Activities if before 10am on weekdays). Any loss or damage to items is the responsibility of the person(s) borrowing items. All equipment must be returned in the same condition that it was received.

Bingo Supplies	Podium with microphone*
Button Maker	Popcorn Machine
Chairs*	Portable PA System
Cotton Candy Machine	Projection Screen (6' diagonal)
Giant Board Games	Projector
Hot Dog Steamer	Snow Cone Machine
Inflatable Movie Screen	Staging*
Laptop Computer	Tables*
Large Projection Screen* (20' diagonal)	VCR Player
Nacho Cheese/Caramel Warmers	

*Items can't be removed from Shapiro Campus Center

Audio/Visual Equipment:

Student Production Services (SPS)

Student Production Services is a free service for recognized student clubs and organizations. They provide lighting and sound equipment and technical support for undergraduate, on-campus events. It is recommended to contact them as early as possible prior to an event to ensure proper coverage. For more information, please visit <http://www.brandeis.edu/studentaffairs/activities/sps.html> or email them at SPS@brandeis.edu.

ITS Media Technology Services (MTS)

Media Technology Services (MTS) offers a substantial discount on event related technology and equipment rentals to Brandeis University student groups who comply with the following terms and conditions:

1. Student group is recognized by the student government.
2. Equipment must be used for an official group function.
3. Student group obtains authorized signature on the rental form by either the Department of Student Activities or the Office of Conference & Events.
4. Requesters should note a minimum one week notice is needed, or services may not be available.
5. Equipment is provided for on-campus events only. Equipment is not intended for use, or supported, away from campus under any circumstances.
6. Student group must pre-arrange pickup and return during MTS business hours (Mon-Fri, 8:30-4:30 in semester, and 9:00-3:30 out of semester).
7. Student group transports, sets up and strikes all equipment. The student group may request and receive physical equipment setup and / or training from MTS at an added labor fee.
8. Training may be required through MTS on certain items.
9. Equipment should be returned on time to avoid expensive late fees.
10. Damaged or stolen equipment will be repaired and/or replaced at the expense of the borrower student group or individual.
11. Inventory is available on a limited basis depending on general campus activity and demand. We reserve the right to limit the number of simultaneous and repeat rentals in order to provide equitable support for the entire University community.
12. Academic and event use has priority over student groups and in some cases, confirmation of availability may be withheld until one week before the event, regardless of how far in advance the request is made.

Audio/Visual Costs

In order to borrow equipment from Media and Technology Services, you must follow these steps:

- 1) You must contact Conference and Events Services as soon as possible to reserve the equipment
- 2) Make sure you have a funding to rent the equipment. If you have not been allocated the funds (or have the required amount in your fundraising or gift accounts), you must start the emergency marathon process immediately by email aboard@brandeis.edu.
 - a) Payment is done through internal transfer through the Budget Analyst (Steve Costa). MTS does not accept any other forms of payment.
- 3) Contact Matt Burton in Media and Technology Services in order to set up a time for training if needed. He can be reached 781 736 4635
- 4) Set up a pick up and drop off time with the office

The following are items that are commonly rented from MTS by student groups. Please see below regarding student group discounts.

<u>ITEM</u>	<u>Normal Costs</u>
Wired Microphones	\$15.00
Portable Sound System (Standard)	\$75.00
Wireless microphone kits	\$35.00
Four channel mixer	\$15.00
LCD Projector	\$75.00
Screen	\$10.00

This list is not inclusive of all items available. Contact Conference and Event Services if you're looking for additional items. There may be delivery and operator charges applied (where appropriate).

The student group discount is applied to the overall amount, and only is applied if set up assistance isn't needed. The discount is as follows:

<u>Normal Cost</u>	<u>Student Group Discount Rate</u>
\$49 and under	no charge
\$50-\$99	\$25
\$100-\$249	\$50
\$250-\$499	\$75
over \$500	\$100 + 20% of university affiliated charge

In order to receive this discount, you need to be trained in the equipment and be able to set it up on your own; otherwise you need to arrange for MTS to set up for your event and pay the set up fee and the undiscounted equipment costs.

Other Audio-Visual Rentals

Mac adapters and laptop rentals are available through the library circulation desk:

<http://its.brandeis.edu/borrowing/equipment.html>

For cameras and video equipment, you can use Getz Lab: <http://its.brandeis.edu/location/labs/getzlab/equipment.html>

Rental Equipment*(rental arrangements made through Conference and Events Services)

Often students groups have to rent equipment to fulfill their programming needs. There is limited equipment available on campus so Conference and Event Services makes arrangements to have equipment delivered for events.

<u>Item</u>	<u>Cost</u>
Folding Chairs	\$1.10/ea
6' Table	\$7.00/ea
8' Table	\$7.50/ea
72" Round (Seats 10-12)	\$14.00/ea
Pipe and Drape	\$3.50/foot (10ft minimum)
Extra Poles and Bases	\$6.00 per pole, \$6.00 per base
Coat Racks (w/30 hangers)	\$20.00/ea
Coat Racks (w/wheels and 30 hangers)	\$20.75/ea
Barriers (8' long x 3'8" high)	\$22.00/ea
Staging	Must obtain a quote
Delivery Charge	\$41.00

*Pricing may change throughout the year.

Custodial Coverage

Custodial coverage is estimated at \$250 for a 4 hour minimum, depending on day and time. You will need to pay more if the custodian is needed for more than four hours. In general, you will be required to have a custodian if a set-up is needed or if food is being served. Other instances for custodial coverage are determined on a case-by-case basis in accordance with the size of the event, where it is being held, the nature of the event, and the time of the event. Arrangements to book custodians can be made through Conference and Event Services.

Police/Public Safety Coverage

Police and/or Public Safety detail(s) should be expected for large events. Police coverage may be required when any or some of the following conditions are met: metal detectors are at the entry of the event; the event is open to the general public; or the size, nature, location, and time of the event warrant concern from campus officials. The Director of Public Safety has the final say on what events require coverage.

- Brandeis Campus Police cost an average of \$225 per 4 hour period with a 4 hour minimum.
- Waltham Police cost an estimated \$46 per hour; 4 hour minimum; depending on day and time.

Police/Public Safety arrangements can be made through Conference and Event Services.

For some events, a metal detector is required at the entrance of the event for the safety of all attendees. The need will be assessed and arrangements will be made by the Department of Public Safety through Conference and Events Services. For a copy of the policy for metal detector use, please contact the Department of Student Activities. Additional staffing will be required to operate the metal detectors, at the expense of the group or organization in charge of the

event.

Please also note, advanced ticketing may be required by the Department of Public Safety when there are security risks or space limitations. Also, depending on the nature of the event or equipment used, an officer or two from the Waltham Fire Department may be required. Additional safety measures might also be needed, which is under the discretion of Public Safety. If you have any questions or concerns, please attend an Event Support Meeting or contact the Department of Public Safety.

Food (arrangements made through Conference and Events Services)

Sodexo has developed a menu specifically for student catering needs. If a club would prefer NOT to use Sodexo's catering services, and can justify the rationale, it must request a food waiver online through the Student Activities website: <http://goo.gl/A4HgSS>. A member of Student Activities will let you know whether your waiver is granted within two weeks. It is required that clubs use Sodexo for their catering needs unless the request falls under one of the criteria listed on the form.

Common Expenses

Below is a summary of common expenses that you might encounter. Keep in mind that many of these (such as the personnel costs) are an estimate and final cost will be determined after your event.

Personnel		
Custodians	Approximate cost for one custodian is \$250 for a 4-hour shift	Custodians are REQUIRED at all events that occur outside of normal business hours and that include food and/or a room set-up. No exceptions. It's a policy. Sometimes, two custodians are needed for large events.
Public Safety	Approximate cost for a Public Safety Officer is \$225 for a 4-hour shift.	Public Safety will likely be required at your event if: <ul style="list-style-type: none"> • _____ You're expecting over 50 people to attend • _____ Your event is in any way controversial • _____ Your event features a speaker that requires security Public Safety is required at all events that feature alcohol service. Public Safety has a specific policy for use of metal detectors, which are sometimes required at events.
Wait Staff	\$175 for a 5-hour minimum shift.	If you choose to order catering from Brandeis Dining Services, you may need wait staff for your event.
Bartender	\$200 for a 5-hour minimum shift.	If your event features alcohol service, Brandeis Dining Services must staff bartenders and carders. 1 per 100 students.
Carder	\$25/hour, 5 hour minimum	If your event features alcohol service, Brandeis Dining Services must staff bartenders and carders. 1 per 100 students.
Permits		
Noise permit	\$10	Mandatory any time you have projected sound outdoors Speak to Conference and Events to acquire a noise permit. Please note: if your event is happening on the Great Lawn, please contact the Department of Student Activities instead.

Liquor license	One time use, \$250	Usdan, Sherman and the Faculty Club are the only buildings that come with an alcohol permit. All other spaces need the club to purchase a liquor license. If you decide to hold an event in a non-licensed location, your group is required to obtain a one-day liquor license which can take 4-6 weeks. Conference and Events handles all requests for liquor licenses.
Grills		
Grill (kosher or non-kosher)	Contact Conference and Events for pricing	Order through Conference and Events
Grill delivery	Contact Conference and Events for pricing	
Materials		Note: Every rental order is subject to a \$33 pick-up/delivery fee.
Tables	Round: \$7.50 - \$14 each Long: \$7 - \$8 each	Only necessary if not already in the space
Chairs	\$0.98 - \$7 each	Only necessary if not already in the space
Pipe & Drape	\$30 per 10-foot section (\$3/foot)	
Stanchions & Velvet Ropes	\$18.00	
Staging	priced based on size	

Estimated Costs by Event

Below is a checklist of different expenses you can anticipate incurring by event type.

Dance

SPS tables	\$47	Required for any SPS staffed event in Levin
Public safety	\$225 per 4 hours	1 to 6, depending on estimated attendees, off campus invites, and beer garden; cost is per 4 hours, with a 4 hour minimum
Custodian	\$250 per 4 hours	required for events with set up needs or food; cost per 4 hours, with a 4 hour minimum
BEMCo	\$80	Per person, for 4 hours (most events require 2 - 3 EMTS)

Dance with Off-Campus Invites

In addition to regular dance costs, you can anticipate:

Metal Detector	\$1,250 per additional detector	Depending on # of attendees, Public Safety covers the first. Additional cost \$1,250
Security tables	\$61	Required with metal detectors (must be rented for Levin)
BEMCo	\$80	Per person, for 4 hours (most events require 2 - 3 EMTS)

Dance with Beer Garden

In addition to regular dance costs, you can anticipate:

Liquor License	\$250	Required for any space not in Usdan, Hassenfeld, or Faculty Club. Please contact Conference and Events for additional details.
Carders	\$25/hour, 5 hour minimum	1 per 100 guests; cost per 2 hour time block
Servers	\$35/hour, 5 hour minimum	1 per 100 guests; cost per 2 hour time block
Kegs	\$150 per keg	1 keg serves 248 cups, estimated at \$150, depends on type of beer
BEMCo	\$72	Per person, for 4 hours (most events require 2 - 3 EMTS)

BBQ

Grills	Contact CES for Pricing	
Noise permit	\$10	Required for any outdoor event with projected sound
Custodian	\$250 per 4 hours	required for events with set up needs or food; cost per 4 hours, with a 4 hour minimum
Tables	\$7 per table, \$33 delivery fee	If needed (depends on location)

Movie Night

Rights	Varies	Check with www.swank.com
Noise permit	\$10	Required for any outdoor event with projected sound
Custodian	\$250 per 4 hours	Required for events with set up needs or food; cost per 4 hours, with a 4 hour minimum
Data projector & screen	\$25-\$50 sliding scale	Check with Conference and Events for details.

Wake and Shake

Noise permit	\$10	Required for any outdoor event with projected sound
Tables (if not outside Usdan)	\$7 per table, \$33 delivery fee	If needed (depends on location)

POLICIES AND PROCEDURES

The following is some information that may be useful in the programming process.

Contracts

All contractual agreements entered into by Brandeis clubs, organizations, or departments must be approved and signed by specific university officials. **No student or staff member should ever sign a contract on behalf of the University.** This includes agreements with performing groups, service providers, and coaches. These regulations are designed to protect both students and the University from unnecessary liabilities. All contracts should be turned into the Department of Student Activities, and they will guide you through the contract process to get the contract signed.

Step 1: Determine Contractor Type

- Is the contractor an entity (e.g., a corporate vendor – any sort of company, LLC, S-Corp, etc. -- with its own W9/W8BEN) or an individual (i.e., regular person or a “DBA” sole proprietorship)?
 - An entity is always an Independent Contractor. Proceed to Step 2
 - An individual may or may not be taxed as an independent contractor based on certain criteria:
 - All performers, speakers, etc. are Independent Contractors.
 - All non-academic instructors may be considered Independent Contractors.
 - Academic instructors are classified as Employees for tax purposes.
 - All sports team coaches are classified as Employees for tax purposes.

Step 2: Determine Documentation Requirements

- Is the contractor a Brandeis student, staff, or faculty member? If not, are they classified as an Independent Contractor or as an Employee? Depending on their classification, these are the required documents.
 - Brandeis Student
 - Independent Consultant Agreement
 - Student Payment Form (Excel version from Payroll website)
 - Invoice
 - Brandeis Staff or Faculty member
 - Independent Consultant Agreement
 - One-Time Payment Form
 - Invoice
 - Written permission from supervisor if grant funded employee¹
 - If not a Brandeis student, staff, or faculty, use result from Step 1 to determine classification:
 - Independent Consultant Agreement
 - Other contract documents and/or riders, as required
 - “Brandeis” W-9 (U.S. citizen or company) or W-8BEN (otherwise)
 - Invoice
 - Proof of clear CORI check
 - Individuals must prove certification for themselves
 - Companies need to certify for all of their employees

Step 3: Request Allocations Board Funding

- Determine the amount necessary to pay for the contractor services. There is an additional 7.7% surcharge that needs to be added to the request for employer FICA taxes for the following cases:
 - Brandeis staff or faculty acting as contractors
 - Brandeis students acting as contractors paid in the months of June, July, and/or August
 - Outside contractors classified by the IRS as employees (see Step 1)

Step 4: Determine SUMS payment type and prepare Withdrawal Form

- The SUMS payment type is determined by what type of contractor is being paid, as follows:
 - Independent Contractor: NEPRF
 - Student: SPF
 - Employee: PR-1
 - Staff or Faculty: PR-1

¹ Grant funded employees, especially in the sciences, may be barred from performing non-science work for Brandeis by the specific rules of a grant/contract, so it is important to confirm their availability through their supervisor/P.I.

Step 5: Submit to Student Activities

- All documents from Step 2 should be submitted to Student Activities, at least three weeks before any work is performed, with the following information:
 - Club name
 - Club treasurer/representative contact information (name, email, and telephone)
 - Proof of funding (most typically, the SUMS Withdrawal Form for payment)
- The documents are reviewed and edited by the Director of Student Activities/Assistant Dean of Students, sent to the Vice-President for Student Affairs for signature, and returned once approved.
 - There may be additional questions that the club will need to answer before contracts are approved.

Step 6: Pick Up from Student Activities

- Once the contract and all associated documents have been reviewed, approved, and signed, they are picked up by the club. The club will need to submit these items for payment (see Step 6).
- **IMPORTANT: Until this step (6) is verified as complete, a contractor is not permitted to perform any work for a student club.** In addition, no outside contractor is permitted to come to campus until they are approved.

Step 7: Submit Request for Payment

- After the forms are returned to the club, the club then submits the entire packet, with the appropriate Withdrawal Form (as determined in Step 4) as the cover sheet, to the Romper Room. No payment will be issued if any of the required documentation is missing. Unless otherwise specified in the contract or approved by the Senior VP, payment will only be issued upon completion of services for that semester.

Alcohol

All arrangements for alcohol are made through Conference and Events. For a club event to serve alcohol, it must be approved by the Department of Student Activities. The following is as outlined in *Rights and Responsibilities*:

Three locations on campus are already licensed to serve alcohol:

- Usdan Student Center
- The Stein Restaurant (Hassenfeld Conference Center)
- The Faculty Club

Liquor Licenses:

Liquor licenses may be purchased for \$250 to serve alcohol in programmable spaces not already licensed. The event where alcohol will be served may not be a fundraiser. If a group wishes to serve alcohol in a residential space, the Department of Community Living MUST give approval. All arrangements for liquor licenses are made through Conference and Event Services. It is advised to begin working with Conference and Event Services at least six weeks prior to your event when a liquor license needs to be obtained, as licenses need to be obtained through the City of Waltham.

Student Organization Events:

1. Student groups must have a conversation as early as possible with a member of the Department of Student Activities in order to discuss the program. An easy way to do this is by attending an Event Support Meeting. Be prepared to discuss the following information:
 - a. The rationale behind the addition of alcohol to the program
 - b. The amount of alcohol ordered
 - c. The estimated number of legal drinking age students in attendance
 - d. The logistics of the event

2. Student organizations must first reserve appropriate space through Conference and Event Services noting appropriate beverage requests and quantities on the appropriate forms.
3. Alcohol must be provided and served by Sodexo. Sodexo will staff all events with bartenders and ID checkers. Organizations must hire at least one bartender and one ID checker for every 100 legal age students expected.
 - a. For all events that serve alcohol, food and non-alcoholic beverages must be served as well.
4. Public Safety will schedule at least two security personnel and possibly more depending on the attendance expected at the overall event.
5. All student organization-sponsored events with alcohol must have a restricted area for distribution and consumption of alcohol, except when held in The Stein Restaurant. This area will have a physical barrier, usually a double-layered fence, to separate the alcohol area from the rest of the event. This will be arranged with Conference and Event Services.
6. The event can only be open to Brandeis community members.
7. Student Activities will address issues of marketing and promotion in regards to the availability of alcohol with the student group.
8. Sodexo will have on hand at the event a list of 21+ students to verify any discrepancies and in order to validate any out of state licenses. Students must have a Brandeis ID AND a photo ID (passport or state driver's license). Professional staff members from Sodexo must be in charge of checking IDs for entrance into the "beer garden" and will secure bracelets on legal drinking age students.

*Brandeis University reserves the right to change and amend these policies as necessary.

Timing for events

Though the timing of events varies, the end time for most events may not go past 2 a.m. Special permission is sometimes given from the Director of the Department of Student Activities.

Outdoor Events

Planning an event outside requires a bit more thought and consideration. It is strongly recommended that you attend an Event Support Meeting to discuss the logistics. Some of the information discussed includes:

- Nature of the event (e.g., performances, cookouts)
- Location
- Time span
- Need for Public Safety
- Facility needs
- Noise permits (must be obtained through Conference and Events for \$10 for any event that will be projecting sound)
 - If your event is on the Great Lawn, you will need to get a noise permit through Student Activities instead.
- Staging, lighting, sound needs
- Weather location/plan

Please note: This is a City of Waltham regulates that outdoor events with amplified sound cannot go past 10 p.m.

The Department of Student Activities and other university officials reserve the right to limit the nature of the sound equipment used and to determine volume limitations based on the event location. Any event occurring outside risks the possibility of early termination based on complaints from either the Brandeis or Waltham community. The Department of Public Safety will work in cooperation with the Department of Student Activities to determine when and if an event will have to end due to complaints.

To reserve the Great Lawn outside the Shapiro Campus Center, use the Shapiro Campus Center Request [Online Space Request Form](http://www.brandeis.edu/studentlife/activities/student-centers/space-requests.html) form, located on the Student Activities' website at <http://www.brandeis.edu/studentlife/activities/student-centers/space-requests.html>. Note that groups may not cook on the Shapiro Patio. To reserve all other outdoor spaces on campus, contact Conference and Events Services.

Noise Permits

For any outdoor event with amplified sound you must obtain a noise permit. To do so, contact Conference and Events Services. You must request a noise permit at least 10 business days in advance of your event. Failure to do so could result in the cancellation of projected sound at your event. For events on the SCC Great Lawn, please contact the Department of Student Activities.

Demonstrations

A member of the University community may protest and demonstrate provided it does not obstruct physical movement to, from, or within any place on the campus, including University property located off the main campus. While the campus must be open to a free exchange of ideas, the University may limit the time, place, and manner of the demonstration. All members of the community are expected to conduct dialogues with dignity and courtesy. Violence or threat of violence against persons or property, obstruction of freedom of movement, and disruption of University activities by any member of the University are prohibited. It is recommended that any person(s) planning a demonstration communicate their intentions to the Dean of Students Office at least six hours in advance. Please refer to *Rights and Responsibilities (Section 7)* for a more detailed demonstration policy.

Political Campaigns

Student organizations are not allowed to spend Student Activities Fee (SAF) allocations for partisan activity. If student organizations want to use their fundraising accounts to sponsor partisan activity, they can do so. Any marketing must include the following language: *Brandeis University does not support or oppose any political candidates. The views expressed are those of [the candidate or other partisan political speaker] only. The [Brandeis-related group] is sponsoring this event.*"

Coffeehouses (small intimate programs)

Many clubs on campus, for purposes of publicity or fundraising, choose to hold coffeehouses on campus. These events might include on campus a cappella performances, comedy performances or open mic sessions.

The most popular location to hold a coffeehouse on campus is Cholmondeley's (Chums'), located on the first floor of the Usen Castle. Please note that Chums' coffeehouses are not open to the public.

Coffeehouses in Chums' are traditionally held from 9pm until midnight. We ask that you please schedule louder acts (bands, etc.) before 11pm due to the venue's proximity to Skyline Residence Hall. Chums' does have a small sound and lighting system that groups may use.

The fee to hold a coffeehouse in Chums is \$50 for an event happening during regular hours. For events outside normal working hours, there is a \$75 event fee. (extra fees may apply if coffeehouse is held outside of normal operating hours). For information on booking, contact the booking manager of Chums or staff within the Department of Student Activities.

Other places to hold coffeehouses include the following: residence hall lounges (with permission from Area Coordinators), Shapiro Campus Center (contact Operations Specialist for booking), Schwartz Auditorium (contact Conference and Events Services for booking), or any other small place you see fit for an intimate setting.

Movies, Copyright Compliance & Public Performance

Movie nights are a great way to have a casual night with your club members or to have a major campus showing as part of an event. However, please be aware that public viewings of movies and TV shows (e.g., any showing outside your room) are subject to Copyright Law. Below is a summary of copyright law as pertaining to movies. **If you are planning to screen a film, you should contact the Department of Student Activities. They can help you obtain rights to the film.**

What exactly is a public performance?

A public performance is the exhibition of a movie that is shown outside of someone's home--this includes residence hall common areas.

Why should I obey copyright law?

Violating copyright law through unauthorized use of a movie:

- Leaves individuals open to embarrassing publicity, possible jail time and hundreds of thousands of dollars in fines.
- Prevents those who worked hard on a film from receiving their just compensation.
- Essentially robs motivation to create from authors, computer programmers, playwrights, musicians, inventors, movie producers and more.

Who does copyright law apply to?

This law applies to everyone, regardless of whether admission is charged, whether the institution is commercial or nonprofit or whether a federal, state or local agency is involved. This means businesses, colleges, universities, public schools, public libraries, day care facilities, parks, recreation departments, summer camps, churches, private clubs, prisons, lodges and more all must properly license movies to show them publicly.

What happens to those who violate copyright law?

Motion picture companies can and will go to court to ensure their copyrights are not violated. Those convicted could face embarrassing publicity, up to five years in prison and fines ranging up to \$250,000.

Do we need a license even if we don't charge admission?

Yes. A license is required for all public performances regardless of whether admission is charged.

What if someone owns the movie?

The rental, purchase, lending, or download of a movie does not provide the right to exhibit it publicly outside the home unless the screening is properly licensed.

What if a third party says it is okay to exhibit the movie?

All movies are sold as "home use only" and do not contain legal permission for use outside the home. You can only obtain copyright licensing directly from a licensor (such as Swank Motion Pictures) or the studio itself, not from a third party.

Who's responsible if a film is shown without a license?

The management of the venue or premises where the movie is shown bears the ultimate responsibility and consequences of copyright infringement. However, anyone involved with the public performance of copyrighted material could be implicated.

If I purchased a license to show a movie, can I show that movie whenever I want?

Unfortunately, no. Licenses are valid for a specific, designated time frame. However, Swank can tailor this license to fit your needs.

A small group is having an informal gathering in our facility. Do we still need a license?

Yes. A license needs to be obtained regardless of the number of people attending the screening if the movie is being shown outside the home.

“Fair Use”

In some instances, it is not required to obtain a Movie Copyright Compliance Site License when exhibiting copyrighted materials such as videocassettes or DVDs. This “face-to-face teaching exemption” applies only IF: A teacher is in attendance and the showing takes place in the classroom setting and the movie is used as an essential part of the current curriculum being taught.

This legal requirement applies:

- Regardless of whether an admission fee is charged;
- Whether the institution or organization is commercial or non-profit;
- Whether a federal or state agency is involved.

The “Education Exemption”

Under the “Education Exemption,” copyrighted movies may be exhibited in a college without a license only if the movie exhibition is:

- An “integral part of a class session” and is of “material assistance to the teaching content”
- Supervised by a teacher in a classroom
- Attended only by students enrolled in a registered class of an accredited nonprofit educational institution
- Lawfully made using a movie that has been legally produced and obtained through rental or purchase

How to Obtain a Public Performance License:

Obtaining a public performance license is relatively easy and usually requires no more than a phone call. Fees are determined by such factors as the number of times a particular movie is going to be shown, how large the audience will be and so forth. While fees vary, they are generally in the range of \$400-\$1,200 per film. The major firm that handles the majority of licensing is: Swank Motion Pictures, Inc. (800) 876-3344

Travel Information

In some cases, you may need to get your club or organization to a site off-campus. The Department of Student Activities advises that you let the staff know where and when you are traveling for safety reasons.

FLYER, POSTER AND CHALKING POLICIES:

Shapiro Campus Center

- Must be approved & stamped at Student Activities or the Info Booth
- Flyers can stay up for two weeks, or until day after event, whichever comes first
- Can only be tacked to bulletin boards
- Flyers must include "Brandeis University," date, time, location, sponsoring organization, and recycling symbol

Usdan Student Center

- Must be approved and stamped at Student Activities or the SCC Info Booth
- Flyers can stay up for two weeks, or until day after event, whichever comes first
- Can only be taped to brick walls
- Flyers must include "Brandeis University," date, time, location, sponsoring organization, and recycling symbol

Residence Hall Buildings

- Must drop off 80 flyers to be approved & stamped at the Department of Community Living
- Flyers stay up for maximum of two weeks
- Only CA's can hang up flyers in residence halls
- Flyers must include date, time, location, sponsoring organization, and recycling symbol

Gosman Athletic Center

- Must contain appropriate language
- Flyers must include date, time, location, sponsoring organization, and recycling symbol

Brandeis University Campus Posting Policy

Compiled by the Department of Student Activities

Intercultural Center

- Must be approved and stamped by the Intercultural Center
- Flyers must include date, time, location, sponsoring organization, and recycling symbol

Academic Buildings

- Must contain appropriate language
- Posting is allowed in academic buildings on designated bulletin boards
- Pay attention to where you are posting- some bulletin boards are limited to departmental or specific events

Outdoor Spaces

Open-posting boards

- Boards that are outside can be posted on with flyers regarding on or off-campus events
- Flyers may not be posted on university or personal property

Outside of Buildings

- Posting flyers on the outside of buildings is strictly prohibited

Chalking

- Only sidewalks may be chalked (staircases may not be)
- Must not be done in areas where rainfall cannot wash it away
- May not be done on university or personal property

If you follow the guidelines established in Rights and Responsibilities and by the Division of Student Life and Success, your program will be well advertised, well represented, and well attended! Posting in appropriate areas will also prevent you from wasting time putting up flyers that will only be removed by University staff.

According to *Rights and Responsibilities*, students will:

"display posters, banners, handbills, or notices only on spaces designated for that purpose. Placement of posters, handbills, or notices, etc. on trees, lawns, sidewalks, statues, motor vehicles, permanent University signage, emergency blue light phones, windows, or exterior doors is prohibited."

Students are encouraged to utilize the outdoor posting boards provided specifically for publicity purposes, and to post in acceptable areas of the campus centers. These policies are in place to keep the campus clean and to ensure the safety of students. Posters taped to the floor of Rabb steps, for example, can be a hazard when wet.

Posting in the Usdan Student Center/Shapiro Campus Center

(Special arrangements can be made on case-by-case basis with the Operations Specialist in Student Activities)

All posters hung in Usdan/Shapiro Campus Center must be pre-approved. To receive approval, take posters/banners to the Shapiro Information Booth.

In order to receive approval, a poster/banner must:

- include the name of the sponsoring organization as well as the word “Brandeis” somewhere on it
- include the name, date, time and location of the event
- have a recycling symbol in the corner
- Limit of 6 flyers for each building

The maximum amount of time any poster can remain up is two weeks. Recognized and chartered Brandeis student organizations are entitled to post six approved posters in the SCC, six approved posters in Usdan, and one banner (no bigger than 4x6’) for any single event/purpose. Posters are permitted to be placed only on brick walls with tape in Usdan and only with thumbtacks to bulletin boards in the Shapiro Campus Center (posting on club bulletin boards without permission is not permitted). They may not be posted on doors, windows, glass of any kind, stairway railings, floors or ceilings due to safety concerns.

Large posters: Balcony space on the second floor in the Shapiro Campus Center can also be utilized for larger posters. Posters can be up for up to two weeks leading up to the event. All posters must be hung on the railings of the stair well or bridges in the atrium with string (**no tape**) and must be parallel with the floor below. Posters must first be stamped at the SCC info booth.

Posting in the Intercultural Center:

The ICC staff team will post. Posters are not allowed on glass or windows, and tape is not allowed to be used. Solicitation is not allowed, and neither is posting over other posters and banners. You can have a maximum of five posters up in the ICC at one time.

Club Banner Policy

The Department of Student Activities strives to provide support for Union recognized organizations. With some of those organizations managing offices in the Shapiro Campus Center, there is a demand to market what lies within the building. The creation of this policy is in response to student requests for recognition for their organization and the need to market what is available in the Shapiro Campus Center to prospective and current students.

The 3rd floor railings are reserved for the organizations with office space in the Shapiro Campus Center.

As of 2016 those organizations consist of:

<i>The Justice</i>	<i>Brandeis Media Coalition</i>	<i>Student Union</i>	<i>BTV</i>
<i>Undergraduate Theater Collective</i>	<i>Photography Club</i>	<i>WBRS</i>	<i>Student Sexuality Information Services</i>

<i>Student Events</i>	<i>Women's Resource Center</i>	<i>Archon</i>	<i>Students for Environmental Action</i>
<i>6Talk</i>	<i>Waltham Group</i>	<i>STAR</i>	<i>Brandeis Initiative for Tech, Machines, Apps, and Programming (BITMAP)</i>

Each banner must be no larger than 6' long by 4' tall and designs must be approved by the Operations Specialist within the Department of Student Activities.

Organizations that do not have office space within the Shapiro Campus Center may request banner space in the lobby of Usdan Student Center and that will be on a first come first serve basis. Banners must also be 6' long by 4' tall and designs must be approved by the Operations Specialist within the Department of Student Activities.

For any questions related to this policy, please contact the Operations Specialist in the Department of Student Activities.

Student/Campus Center Poster Removal

No one may remove posters or flyers other than their own. The Campus Center Team or members of the Student Activities staff will remove posters and flyers that are out of date, unauthorized, or do not adhere to the criteria for approval.

Flyering within Residence Halls

The best way to ensure your posters make it to every residential building is to distribute flyers through the Department of Community Living (DCL). This can be done by taking the flyers to Community Living (Usdan 032) where they will distribute them to the targeted campus demographic. In order to adequately meet the needs of your requests and cover the entire residential community, DCL recommends dropping off approximately 75 flyers. Community Advisors (CAs) will place these flyers on their hall bulletin boards or where they are sure their residents will see them. It is crucial that you supply Community Living with adequate time to distribute and hang your advertisements; DCL asks that you provide them with any advertisements at least two weeks prior to the event date. If you wish to step up your advertising campaign, you can always do so by talking with the Area Coordinator (AC) of each area.

Be sure that all advertisements have the date, time, location and recycle symbol on them in order for them to be stamped for approval! The Department of Community Living reserves the right to deny event advertisement.

Sidewalk Chalking Policy

The Department of Student Activities encourages student organizations to be creative in the promotion of campus events. One way of creatively advertising is to create fun and colorful chalk drawings on well-traveled pathways.

Students who engage in chalking must observe the distinction between advertising events and vandalism. ONLY sidewalks may be chalked. Chalking on buildings and personal or University property (i.e., buildings, cars, bus shelters, signs, etc.) is not permitted.

Chalking is not permitted in areas where it cannot be washed away by the rain. The Department of Student Activities reserves the right to authorize the removal of chalked messages if they are inappropriate, use profane illustrations or language or are not in a permitted area.

PUBLICITY AND PROMOTION

Publicity and promotion for an event is one of the most important steps in ensuring the success of your program. If you plan an exciting event, but don't take the time and effort to market the program, no one will know about it. This chapter will focus on some tricks of the trade, as well as explain some of the resources that Brandeis has in order to assist you in this endeavor.

Keys to Publicity

Some key points to remember when constructing your marketing plan are:

There is no such thing as too much publicity: Go above and beyond the posters and flyers and be creative! You need to make your publicity, and your event, stand out from the rest; however, it is always important that you remain respectful of University property.

Consider your purpose, audience, and budget: Be thoughtful about your strategy to publicize. You will need to answer questions such as: Why are we holding this event? What are the outcomes that we would like to achieve? Who do we want to attend? How does our marketing plan fit with our proposed audience? How much money do we have to spend? Lastly, what resources do we have?

Tell them what they want to hear: Your publicity needs to catch someone's attention, but the person also needs to know why they would be interested in the event. What benefits surround your program? Try spicing up your wording in order to intrigue your audience.

Develop a plan and execute it: Once you have figured out what you want to do based on your budget, audience, and purpose, you should develop a timeline of when you want to implement each strategy. Assign people to each task and follow up with them. Plan ahead so that you have enough time!

Use your mouth: Word of mouth, or talking about your event with others, is one of the best strategies for marketing your event. In everyday conversations with friends, professors, staff and others, talk about your program. The more excited you are about the event, the more excited others will be! Excitement is contagious!

Don't forget the "day of" publicity: Even though on the day of your event you will be busy, it is important not to forget to market your event. Having someone walk around with a sandwich board, distributing handbills or chalking sidewalks will help build excitement for those last minute audience members.

Copyright and Trademark Information

When designing posters, t-shirts, flyers, etc., you should keep in mind that most logos, cartoons, etc. are protected by copyright and trademark law. You should always get written permission when reproducing a copyrighted or trademarked item.

What is a trademark?

A trademark is a name, word, logo or design used to identify a service or product. The owner of the trademark has the exclusive right to reproduce it. Please refer to the Brandeis Identity Manual for restrictions for using the Brandeis logotype and seal, as well as other stylistic guidelines:

<http://www.brandeis.edu/communications/creative/downloads/identitymanual.pdf>

What is a copyright?

A copyright is a form of protection provided to the creators of original works. Copyright owners have the exclusive right to reproduce or change their work that is copyrighted. They may give permission for other entities to use their work and reproduce it.

Works that are protected by copyright:

Graphics, sculptures, photographs, cartoons, maps, blueprints, music, lyrics, newspapers, magazines, trade journals, architectural renderings, books, newsletters, computer programs, plays, screenplays, pantomimes and choreographic works, videotapes, DVDs, compact discs, cassettes, and phonograph records.

Promotional Options

Flyers/Posters (see policies regarding posting found on page 37)

- Keep the design simple, interesting, and clean
- Include the who, what, where, when, and why of the program (make sure the sponsoring club is listed!)
- Make sure all spelling is correct!
- Use unique ideas: cut into different shapes, use colors; anything out of the ordinary
- Use professionally designed posters
- A recycle symbol must be on publicity
- Post in appropriate areas (please see Rights and Responsibilities)
- Post in areas that target your audience

Promotional Items

- Design and order cups, wipe boards, key chains, etc. if they are in your budget
- Make the items unique and useful
- Tie designs into the theme of your event
- Shop around, some companies may give better deals
- A list of Brandeis-approved vendors can be found on the Department of Communications website: brandeis.edu/licensing/vendors.html

Media Options

- **Campus Calendar:** Add your events to the campus calendar so everyone can see your event! Go to: <http://www.brandeis.edu/events/submit.html>
- **Email Announcements:** In addition to sending announcements to your own club's mailing list, events that are included on the Brandeis Calendar may be included in the "What's Happening" campus-wide email which is sent out every Thursday by the Director of Student Activities. To specifically request that your event be included, please email studentactivities@brandeis.edu. For service related events "This Week in Service" is sent out by the Director of Community Service every Monday. Email Lucas Malo at lmalo@brandeis.edu with your submission.
- **Newspaper:** The Justice: News Briefs, Coming Attractions, and ads. Get pricing information by calling the Justice directly (781-736-3750). Deadline for information is Friday by 5pm. The Hoot: contact The Hoot at 781-736-4755.
- **WBRS 100.1 FM:** At least one week in advance of the date of which you want "spots" to start, email them to psa@wbrs.org.
- **Facebook:** Creating Facebook events has been the most common way to get the word out about your events. Please contact Leigh Hilderbrandt, Marketing and Box Office Manager at the Department of Student Activities, in regards to best practices for creating Facebook Events.

Tabling

To help with promoting your event, selling tickets, or fundraising, sometimes tabling is a great option. Limited tabling space is available in the Usdan Café or in the Shapiro Campus Center. Space in the Shapiro Campus Center is also available depending on what events are taking place in the building. If you would like to table in Usdan or the Shapiro Campus Center Atrium, please fill out the [Online Tabling Request form](http://www.brandeis.edu/studentlife/activities/student-centers/space-requests.html), located on the Student Activities website [Space Request](http://www.brandeis.edu/studentlife/activities/student-centers/space-requests.html) page (<http://www.brandeis.edu/studentlife/activities/student-centers/space-requests.html>). If your request has been confirmed, please print your email confirmation and have with you at all times during your tabling time to show that you have the space booked.

The following guidelines apply to student groups when tabling:

- Groups should plan on booking their space at least a week or two in advance to ensure space is available, and even further in advance during busy times of the semester.
- There must always be at least one person present at the table to answer any questions people may have.
- Groups may be asked to share table space. If for some reason, a group decides not to use the table space, they should call the Department of Student Activities at 781-736-5065 so the table can be released to another group.
- The table and surrounding area must be kept free of debris and any other materials used by your group, organization or department.
- The amplification of noise from radios, etc. must be kept at a minimum level. If the noise is too loud, the group may be asked to turn it down. The use of incense and candles is prohibited.
- Groups may NOT post signs on bulletin boards designated for specific student groups.
- No additional tables may be used in the Shapiro Campus Center or the Usdan Café area, without going through the booking process. Because of fire regulations, only four organizations can be set up in the Usdan Café area at any given time (sharing a total of two tables). Failure to adhere to the above policy may result in the loss of table privileges for that club, organization, department or student enterprise for the remainder of the semester. Tabling is not allowed in the upper section of the Usdan Dining Hall.
- Tables may not be moved or removed from the setup location.

Ticket Sales

All clubs that are putting on an event through Allocations Board funding must use [Brandeis Tickets](http://www.brandeis.edu/tickets/ticketing_services/ticketing_for_student_clubs.html), located in the box office in the Shapiro Campus Center. To use this service, please fill out the online form at: http://www.brandeis.edu/tickets/ticketing_services/ticketing_for_student_clubs.html or contact the Box Office Manager in the Department of Student Activities. We recommend that you request ticketing services at least one month prior to the event.

Mailboxes

If you wish to advertise to all students through mailbox stuffing, you must obtain permission from the Department of Student Activities. Bring two samples of the flyer you plan to stuff to the office and fill out a form, which when completed and presented to the mailroom staff, will allow you to access student mailboxes. The following rules apply to mailbox stuffings:

- a. Permission is restricted to only the students listed on the permission form as representatives of the named recognized organization. A maximum of six people are allowed.
- b. Only Brandeis-recognized clubs may stuff mailboxes.
- c. Admitting others to the mailroom constitutes a violation of regulations. Violators will be referred to the Student Judicial System.
- d. All inserts must be triple folded neatly before Student Activities authorizes the stuffing.
- e. One copy of the insert must be attached to the form. A second copy must be left with the Student Activities.

- f. Stuffing must commence at the time stated on the form.
- g. Notify the mailroom if stuffing is not completed and additional time is required.
- h. Do not jam inserts into mailboxes-place them in neatly so they don't obstruct sorting done by mail clerks.
- i. Discard surplus material in recycling containers. Please do not litter.
- j. Mail Services reserves the right to deny the privilege even after the commencing or completion of the stuffing.

